

# 1996 MARLBORO COMMUNITY EVENT MARKETING BUDGET

2041892482

BUDGET DESCRIPTION	1995	Revised 1995 Budget -5%	Percent of Change
CONSUMER INCENTIVES	500,000	250,000	-50%
PROMOTIONAL MATERIALS	400,000	350,000	-12.5%
PACK SALE PROMOTIONAL INCENTIVES	1,100,000	993,150	-9.7%
AGENCY ARTWORK	280,000	280,000	Flat
NON-AGENCY ARTWORK	30,000	30,000	Flat
SPONSORSHIP FEE	1,045,000	995,000	-4.8%
PROFESSIONAL SERVICE	350,000	547,000	+ 56.3%
PHOTOGRAPHY	17,000	17,000	Flat
PURCHASED SERVICES	325,000	110,000	-66.1%
EVENT TENT/KIOSK	400,000	300,000	-25%
STAGE PRODUCTION	1,040,000	1,358,000	+30.6%
ARTISTS FEES	1,700,000	1,800,000	-5.9%
EVENT EXECUTION AGENCY	950,000	700,000	-26.3%
<b>TOTAL BUDGET</b>	<b>\$8,137,000</b>	<b>\$7,730,150</b>	

As of 11/1/95